



WESTERN REGIONS CONFERENCE

SHOWCASE

World. Class. Talent.

BREAKOUT BRIEF

BACKGROUND & OBJECTIVE

Western Regions Conference (WRC) is a conference of the Public Buildings Service's four western regions (7, 8, 9, 10) that aims to foster PBS and GSA community, encourage business dialogues, review major initiatives, and energize the attending associates. This year's WRC will take place in Henderson, Nevada, from October 25 through 29.

WHAT TO EXPECT

As a breakout session speaker, the WRC planning committee asks that you bring your expertise and unique regional perspective to the conference. You will work in an inter-regional team of GSA associates to develop a breakout session on your assigned topic.

A WRC committee member has been assigned to your breakout team as a primary point of contact for this event. Your WRC POC will help answer questions you have and help your group stay on schedule in your presentation development.

To ensure a smooth event, the WRC committee has put together a detailed schedule (see below) for breakout presentation development. If you have any questions or concerns about this schedule, please contact your WRC committee POC.

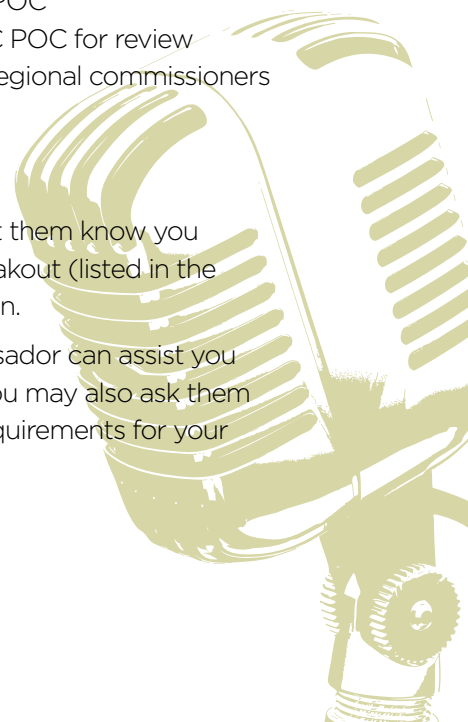
SESSION DEVELOPMENT TIMELINE

August 23 - 27	Breakout teams form
September 1 - 17	WRC registration is open
September 15	Brief breakout description (50 - 75 words) due to WRC POC
September 30	Complete breakout session notes and slides due to WRC POC for review
October 13	Breakout dry run by team member in Nevada for WRC regional commissioners
October 25 - 29	Western Regions Conference

AT THE CONFERENCE

When you arrive at the conference, please touch base with your WRC POC to let them know you have arrived and to ask/answer any final questions. Find the location of your breakout (listed in the conference book), so you know exactly where you will need to be for your session.

An ambassador will be assigned to your breakout session. Your breakout ambassador can assist you by ensuring the room is set to your liking and your equipment works properly. You may also ask them to help distribute handouts, take notes of your session, or help with any other requirements for your session.





WESTERN REGIONS CONFERENCE

SHOWCASE

World. Class. Talent.

CREATIVEBRIEF

THE THEME

A **SHOWCASE of World-Class Talent** is the theme for this year's conference. The Las Vegas area has been a destination for talented musicians, dancers, magicians and showmen for decades. These talented individuals showcase their talents to the international audience Las Vegas attracts.

Similarly, GSA employs world-class talent to deliver space and service to its client agencies. The WRC will act as a vehicle to celebrate, share, and showcase the diverse professional and personal talents of GSA associates through a mix of educational presentations and light-hearted performances.

THE THEME & YOU

As a general session or breakout presenter, implementation of the "**SHOWCASE**" performing arts theme is strictly up to you. You are encouraged (but not required) to incorporate showman-style references or material into your presentation, where appropriate.

Some things to consider: How are you personally or professionally talented? How is your program or area of expertise world class? How does your world-class talent translate to helping GSA lead with its expertise?

PRESENTATION SLIDES

Attached to the invitation email, along with this PDF, you will find various PowerPoint templates that already incorporate various elements of the WRC's look and feel. ***Please one of these master slide sets to help develop your presentation(s).*** Using the provided slides will help ensure visual consistency with other presenters, and help you focus on content without having to worry about appropriate graphics, fonts and color schemes.

If you didn't receive the templates with this email, you can download them at the WRC website (wrc.gsa.gov) in the BACKSTAGE section of the site.

PRESENTATION TIPS

1. **Prepare!** Don't assume you can "wing it" just because you know the material. Practice in front of someone and get feedback!
2. **Be concise!** Say what you want to say succinctly.
3. **Ditch the messy slides!** Use as few (or no) words as possible on each slide (if you are using them). Don't talk from the PowerPoint, or read what is on the screen. Know what you are going to say and use the PowerPoint as your guide. Try using images only on a few slides.
4. **Engage your audience!** Make your presentation interactive. For your breakout session, try to step away from the 45 minutes of presentation and 15 minutes of Q&A model you may have used or seen in the past. If your material allows for it, make your session a game, a performance or a collaborative session. Your audience will thank you.

